

Innovative Trends

With 50 years of experience combining aesthetic beauty with cutting-edge technology, Morehead Pools is a third-generation family business that has evolved into a comprehensive pool company with design, construction, retail, and service divisions. With expertise in custom gunite pools, the company is able to fulfill every client's needs from each of its three locations, including Shreveport and Bossier City, La., and Little Rock, Ark.

Morehead Pools' on-staff designers ensure that pools, spas, and water features are individually crafted to match each client's preferences. Computerized sanitizing, heating, lighting, and spa jet systems, as well as automatically controlled water features, are all specialties of Morehead Pools. The company offers a special in-floor cleaning system, which provides the utmost in luxury and convenience for new pool owners. It also specializes in salt chlorination systems and the latest in LED lighting. Although vanishing-edge designs are still popular, Morehead Pools is also crafting a growing number of wet-deck pools—a design that brings the water level up flush with the deck.

Mike Moore, president of Morehead Pools, believes that staying abreast of innovative trends is imperative. Moore believes that the backyard environment must match a resident's lifestyle and complement the architecture of the home, encouraging the use of natural stone and rock. Flagstone and boulders from different quarries provide color options that aid in design and help pull the entire backyard together.

Morehead Pools is the only company in Northwest Louisiana and Arkansas that is both a Certified Building Professional and Certified Service Professional by the Association of Pool & Spa Professionals. Morehead Pools is also a member in the prestigious Master Pools Guild, and it has served on a national advisory committee for new product development. Over the years, Morehead Pools has won numerous design awards for its dazzling pools, which have been featured in both national and local magazines, including *Architectural Digest*, *Landscape Architecture*, and *Southern Accents*. ❖

Morehead Pools

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In Business for 50 Years

Builds 70+ Pools per Year

Service Area
North Louisiana, Northeast Texas,
and Arkansas

Arkansas native moss rock was used to create the large waterfall that defines the freeform pool and spa, which are finished with exposed aggregate. Textured decking and Oklahoma tan flagstone coping blend perfectly into the natural color palette.



St. Louis used-brick coping highlights the many lines and angles on this geometric pool and spa. Landscaping is integrated into the design through planting beds that go right up to the pool's edge. Textured decking creates a number of cozy lounging areas around the pool.



Two LED-lit laminar fountains flow into this illuminated modern waterscape, surrounded by stamped concrete decking in an ashlar slate pattern. Through cantilevered coping, the designer blurs the lines between the water and hardscape so they appear almost seamless.